

**WE'RE THE FUTURE-FORWARD
BEVERAGE BRAND THAT'S
ENABLING GUESTS TO CHOOSE
THEIR STATE OF BETTER BEING**

Kin was born as an experiment.
Made to transform the world's
oldest social ritual, drinking, into
a conscious act of better being.
Finding its roots in the Greek
"euphoros" – meaning at its core
a state of well being—Kin exists
to help us all find true balance,
and elevate our sense of selves
and the world we interact with.



TRUE BALANCE IS THE KEY THAT UNLOCKS OUR TRUEST SENSE OF EUPHORIA



RISE UP

A gentle uplift that helps you ease into your flow.

HIGH RHODE
Social Hour

KIN SPRITZ
Rising Flow

LIGHTWAVE
Grounding Calm

DREAM LIGHT
Nightcap

WIND DOWN

Mellow your mood and usher you into dream states.

Our Products

SOCIAL ENERGY

Kin Spritz

READY TO DRINK

Herbaceous notes of ginger, bitters, and citrus meet mood-boosting ingredients to enhance clarity, stimulate creative freedom, and drive focus so you can find your center (think brainpower beverage from the future).

- A uniquely **non-alcoholic anytime beverage** sparkling with notes of fresh citrus, bitters, and hibiscus plus a kick of ginger
- A **functional beverage** for modern rituals featuring nootropics, adaptogens, and botanics
- Experience a clear, **awakened mind**, and a bubbly sense of connectivity.
- **Balance** the body's response to stress. **Enhance** the mind and sharpen attention.
- Contains **Caffeine + L-Theanine**, 5g Sugar, 7g Carbs, Vitamin B6, Rhodiola Rosea
- Made without dairy, gluten, nuts. Vegan and only 25 calories per serving.



TL;DR

Kin Spritz

KEY ACTIVE INGREDIENTS

Rhodiola Rosea

The Divine Balance

Supports the balance of cortisol, the stress hormone that triggers fight or flight, so you can access a moment of clarity.

5-HTP

The Portal to Pleasure

Feel yourself. Elevates serotonin to find your inner strength and charm. Nurture neurotransmitters in charge of mood, ecstasy, and reward.

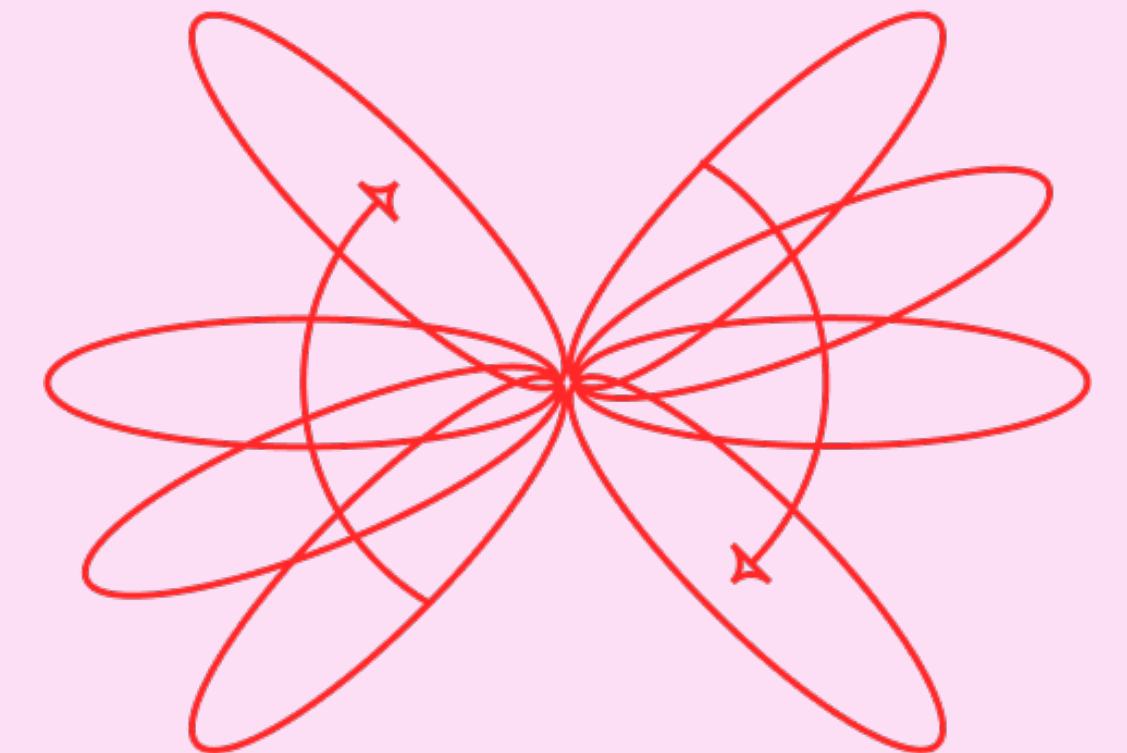
GABA

The Third Eye of Calm

Reduces excitability and calms the nervous system. Smooths out stress and anxiety to open a path to possibilities.



The first time I drank Kin, it felt nostalgic...it makes me feel euphoric, happy, excited to be alive.
Bella Hadid / Co-Founder + Partner



HOW DOES KIN SPRITZ TASTE?

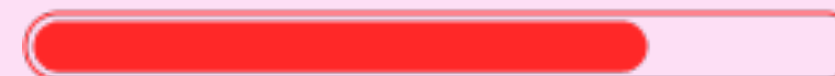
Citrus 4/10



Bitter / Bitters 8/10



Tart 6/10



Herbaceous 5/10



THE SOUNDS OF KIN SPRITZ

Get your KSE (Kin Spritz Energy) with this playlist, inspired by the 8oz rave our ingredient molecules are throwing.

🎵 [LISTEN ON SPOTIFY](#)



KIN SPRITZ
RISING FLOW

Kin

A FUNCTIONAL BEVERAGE
FOR MODERN RITUALS
8 FL OZ (237 ML)

DIETARY SUPPLEMENT

INNER PEACE

Lightwave

READY TO DRINK

Sparkling notes of lavender-vanilla, smoked sea salts, and passionflower meet mind-calming ingredients to mellow you out, help you to transcend stress, and open a portal to peace (think naked forest bathing at midnight).

- A **functional beverage** featuring nootropics, adaptogens, and botanics
- A uniquely **non-alcoholic wind-down beverage** rich in lavender-vanilla, ginger, and birch
- Experience a sense of grounding calm.
- Contains L-Theanine, L-Serine, L-Tryptophan, Magnesium Glycinate, Reishi Mushroom, 3g Sugar, 4g Carbs
- Made without dairy, gluten, nuts, or sugar. Vegan and only 5 calories per serving.



TL;DR

Lightwave

KEY ACTIVE INGREDIENTS

Reishi Mushroom

The Peace Empress

This mellow mushroom strengthens the adrenal system and balances your body's reactions to stress.

L-Theanine

The Scales of Balance

Increases alpha-wave production and modifies brain waves, which decreases anxiety and brings equilibrium to your mind and body.

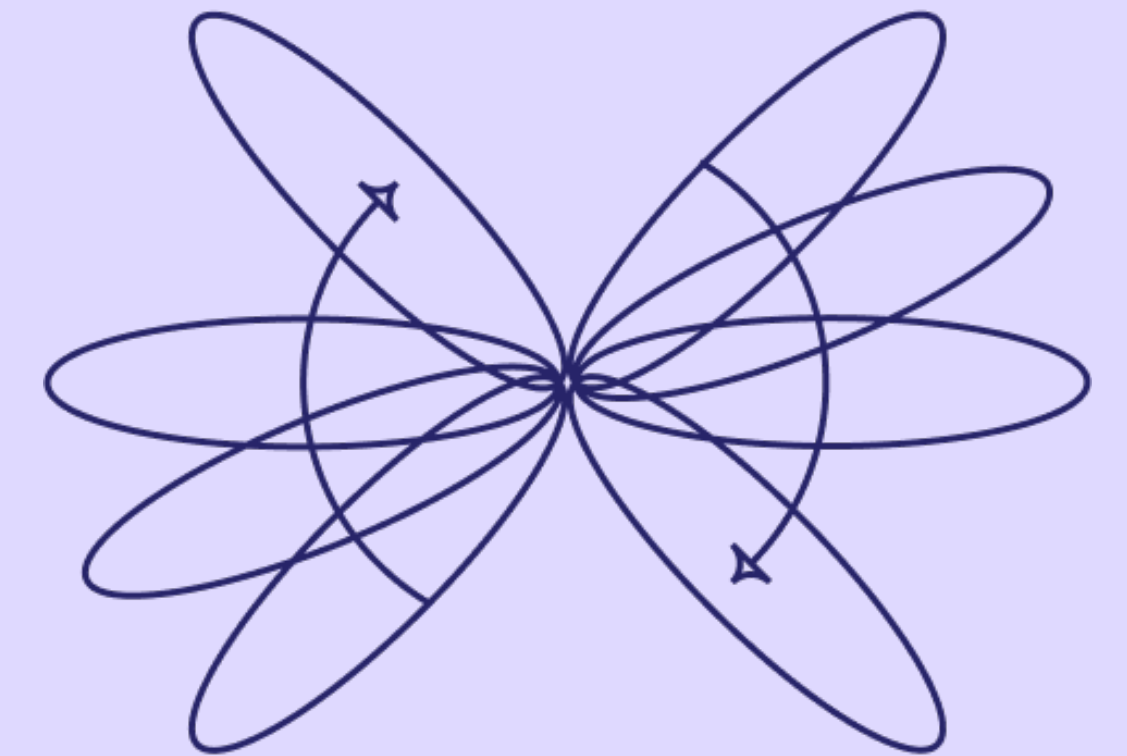
L-Tryptophan

The Knight of Grace

Summon calm. Quiets the mind so you can ride a wave of serotonin for good moods and peace of mind.



It makes you feel one with yourself, centered. It makes me feel good, happy, and clear.
Bella Hadid / Co-Founder + Partner



HOW DOES LIGHTWAVE TASTE?

Smoky 7/10



Spice 8/10



Earthy 6/10



Oaky 7/10



THE SOUNDS OF LIGHTWAVE

Catch our new-wave airwaves to find a higher frequency.

🎵 [LISTEN ON SPOTIFY](#)

LIGHTWAVE
GROUNDING CALM

kin

NIGHTCAP

Dream Light

MADE TO MIX

Dream Light is a nightcap for deeper sleep. A twilight beverage that soothes the spirit and quiets the mind, enabling you to awake focused and creative. This soothing euphoric is a calming counterbalance to our mood-lifting High Rhode.

- ▶ A uniquely **non-alcoholic nightcap** rich in smooth, earthy oak, smoky clove, and spicy cinnamon
- ▶ A **functional beverage** for modern wind-down rituals featuring nootropics, adaptogens, and botanics
- ▶ **Calm** the body and **quiet** your mind.
- ▶ Support **deep stages of sleep** through the night. Wake up restored and ready for the day.
- ▶ Contains **Melatonin**, 0g Sugar, 2g Carbs, L-Theanine, Reishi Mushroom
- ▶ Made without dairy, gluten, nuts, or sugar. Vegan and only 50 calories per serving.



TL;DR

Dream Light

KEY ACTIVE INGREDIENTS

Reishi Mushroom

The Peace Empress

This mellow mushroom strengthens the adrenal system and balances your body's reactions to stress.

L-Theanine

The Scales of Balance

Increases alpha-wave production and modifies brain waves, which decreases anxiety and brings equilibrium to your mind and body.

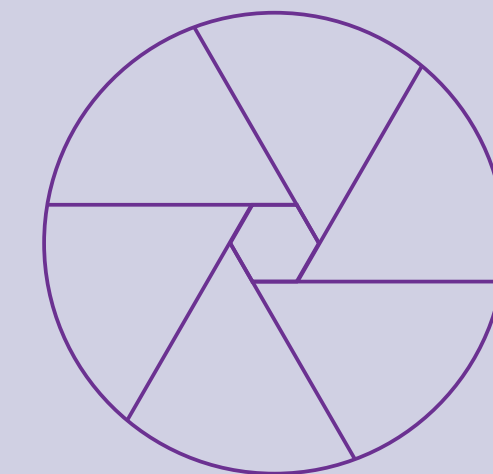
L-Tryptophan

The Knight of Grace

Summon calm. Quiets the mind so you can ride a wave of serotonin for good moods and peace of mind.

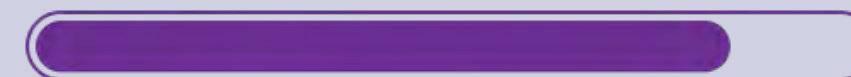


We love it straight up or mixed with your favorite milk (oat milk is our fave).

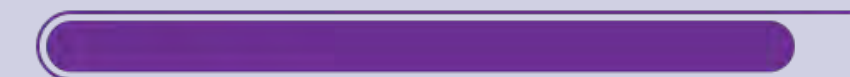


HOW DOES LIGHTWAVE TASTE?

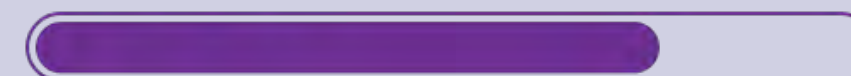
Smoky 7/10



Spice 8/10



Earthy 6/10



Oaky 7/10



THE SOUNDS OF LIGHTWAVE

Catch our new-wave airwaves to find a higher frequency.

 [LISTEN ON SPOTIFY](#)

SOCIAL MAGIC

High Rhode

MADE TO MIX

Raise the bar. Conjure captivating conversation. Open your mind and focus your light. Shake up social settings with a contagious energy that flows out to those around you and reverberates beyond.

- ▶ A uniquely **non-alcoholic aperitif** with herbal notes of bitters, tart citrus and spices, and a floral finish
- ▶ A **functional beverage** for modern social hour rituals featuring nootropics, adaptogens, and botanics
- ▶ Experience a **gentle rise** and **uplifted mood**. Balance the body's response to stress. Enhance the mind and sharpen attention.
- ▶ Contains **Caffeine + L-Theanine**, 0g Sugar, 2g Carbs, Vitamin B6, Rhodiola Rosea
- ▶ Made without dairy, gluten, nuts, or sugar. Vegan and only 6 calories per serving.



TL;DR

High Rhode

KEY ACTIVE INGREDIENTS

Rhodiola Rosea

The Divine Balance

Supports the balance of cortisol, the stress hormone that triggers fight or flight, so you can access a moment of clarity.

5-HTP

The Portal to Pleasure

Feel yourself. Elevates serotonin to find your inner strength and charm. Nurture neurotransmitters in charge of mood, ecstasy, and reward.

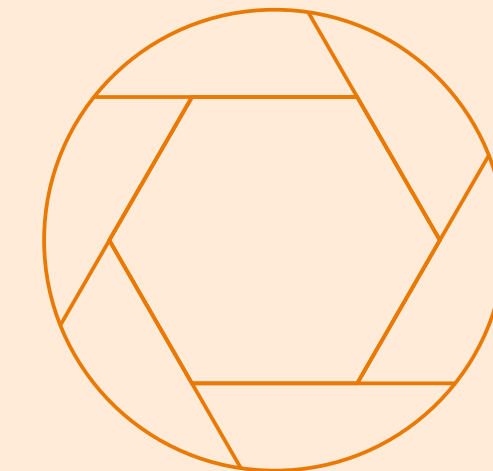
GABA

The Third Eye of Calm

Reduces excitability and calms the nervous system. Smooths out stress and anxiety to open a path to possibilities.



High Rhode's bitter base makes it ideal for mixing with other juices, sodas, and bitters—similarly to how you would make a cocktail



HOW DOES HIGH RHODE TASTE?

Floral 7/10



Bitter / Bitters 7/10



Tart 8/10



Herbaceous 7/10



THE SOUNDS OF HIGH RHODE

Turn up the dial with this party-on playlist that will increase your social superpowers

 [LISTEN ON SPOTIFY](#)

POP THE TOP

Ready to Drink

Ready-to-sip, pre-prepped Kintails
in a can that vibe with you.

INNER PEACE

Lightwave



Relaxed and calm

A mellow mix of
lavender–vanilla,
ginger, and birch

SOCIAL ENERGY

Kin Spritz



Uplifted and awakened

Sparkling with fresh
citrus and hibiscus
plus kick of ginger

MOOD

TASTE

BOTTLED BLISS

Made To Mix

The remix to traditional libations
top-shelf blends of concentrated magic.

TO WIND DOWN

Dream Light



A sense of calm and quiet as
you ease into a deeper sleep

Rich in smooth, earthy
oak, spicy clove, spicy
cinnamon

Oat milk, almond milk,
ginger beer

Cinnamon, Cardamom

MOOD

TASTE

PAIRINGS

GARNISHES

TO RISE UP

High Rhode



A gentle rise and uplifted mood
for deeper connections

Sparkling with fresh
citrus and hibiscus plus
kick of ginger

Tonic or bubbly water, honey or
agave, fruit juice of your choice

Citrus Wedges, Blueberries,
Cherries, Rosemary

Kin-Kind

**KIN EUPHORICS WAS BORN
FROM THE MINDS OF SPIRITED
CREATORS, FEARLESS
MIXOLOGISTS, AND
LIFELONG LEARNERS.**

**INDIVIDUALS DEVOTED TO
THE BETTERMENT OF ALLKIND.**

THE KIN STORY

Timeline



JANUARY 2019

Jen Batchelor launches Kin with one SKU earlier than expected to substantiate demand from a Vogue press piece



SUMMER 2019

Kin launches its first ready-to-drink SKU



WINTER 2019

Kin launches its first nightcap euphoric



LATE SPRING 2021

Kin to launch a new ready-to-sip offering, calming euphoric, Lightwave, to mellow the mood



FALL 2021

Bella Hadid joins Kin Euphorics as Co-Founder and Partner to Jen Batchelor

THE KIN STORY

A Higher Spirit

THE FIRST COMPANY TO BRING BRAIN CARE TO THE BAR

Kin's blends are enhanced with a conscious concoction of adaptogens, nootropics, and botanics to synergize body, mind, and spirit.

HOW WE THINK ABOUT FORMULATIONS

Kin is more than a beverage—it's a social movement. In a culture defined by drinking, we wanted to disrupt the social ritual. That's why we started with happy hour and bedtime hour—the places where we could make the most change.



THE KIN STORY

A *Higher* Spirit

WE'RE A FUNCTIONAL BEVERAGE FIRST

...but flavors can serve as function, too. Every single ingredient in Kin's blends serve a higher purpose, and we include nothing that doesn't align with balancing the mind-gut connection. Bitters, for instance, are comprised of spices that can help remove stagnation and spiritual clutter, making High Rhode the perfect way to switch from work to play.



The Founders



Kin Euphorics+ Bella Hadid

Kin Euphorics is thrilled to announce that supermodel, activist, and fashion mogul Bella Hadid has joined the brand in the role of Co-Founder and Partner, alongside CEO and Co-Founder, Jen Batchelor.



Bella on Kin:

"I looked happy and healthy on the outside but inside I was struggling to keep up. I felt anxious, I couldn't think clearly at times, I was exhausted. I was actively taking supplements like GABA and L-Theanine to support my energy levels and state of mind when a friend popped Kin Spritz into my fridge for me to try.

It was exactly what I needed and had the same ingredients I already loved but made into a delicious drink!" says Hadid. "It was life-changing; I fell in love.



Jen on Bella:

“Bella and I are kindred spirits,” adds Batchelor. “When we first met, we instantly felt like we’d known each other for eons. Once we got to swap stories and share dreams, I knew we were meant to work together. Between the path that led her to Kin, the way her ambitions for life were so in line with the Kin mission, her humility, her kindness, it was kismet from the start and she blew away my expectations on every level. There’s no doubt Bella is one of the most enchanting people of all time, and now I’m so excited that the world is going to get to experience just how beautiful her mind is, what an astute and conscientious business person she is, how high her ambitions truly are in her intention to serve the world.





CO-FOUNDER AND CEO

Jen Batchelor

Raised in Saudi Arabia the daughter of a bootlegger, Jen has been a lifelong witness of the intersection of magic and science. Driven to change the ways we revel, Jen brought her expertise of Ayurvedic practice, psychology, neuroscience, circadian rhythms, & quantum physics to concoct a tonic that would be the response to a long-unanswered need.

She is the scientific foremother of the nonalcoholic & consumables wellness category—and forever dedicated to innovating for the betterment of all.




CO-FOUNDER AND PARTNER

Bella Hadid

A Los Angeles native of Dutch-Palestinian decent, Bella Hadid is a denizen of the modern fashion era. Hadid is a Vogue-cover regular, gracing its international pages as well as V Magazine, POP, Harper's Bazaar, and more. Lensed by the greats, including Mario Sorrenti, Steven Meisel, Inez & Vinoodh, David Sims, Mert Alas, Marcus Piggott and more, Hadid has been the face of campaigns for legendary houses such as Versace, Moschino, Missoni, amongst many others.

A journaler, a photographer, and spirited equestrian, Hadid is an activist and creator: blending her influence and artistry to captivate and inspire the world around her.



This is not about
replacing alcohol, it's
about giving people more
time to fill their life with
meaningful things.

Jen Batchelor
Co-Founder + CEO

Commit to
living with love,
gratitude,
compassion, and
embrace the beauty
that you see
emanating from
within.

**Bella Hadid / Co-
Founder + Partner**

Kin is like my
safety blanket as I'm
both calm and
energized...it makes me
euphoric, happy, and
excited to be alive.

Bella Hadid
Co-Founder +

Kin can bring more consciousness,
more nourishment to the social rituals
of the Western world.

Jen Batchelor / Co-Founder + CEO

Hot Off The Press

***All stories are linked.**

Click the publication logo on the following pages to read more.

You can drink Kin every day
to feel better for a lifetime

BAZAAR^{Harper's}

Bella Hadid's 'Brain Care' drink
will remedy your serotonin
depleted head

VOGUE

This is THE drink
to make you feel good

V MAGAZINE

This is the happy drink that
we never knew we needed

THE ZOE REPORT

Nonalcoholic Drink Recipes,
Adaptogenic Elixirs, and
THC-Infused Wine For
A Booze-Free Month

VANITY FAIR

Enlighten The Senses In Dry
January With Kin Euphorics'
The Ritual Bundle

Forbes

I Tried Kin, the New Non-
Alcoholic Drink That Promises
to Cut Stress and Produce Bliss

VOGUE

Is Bliss The New Buzz?
We Tried This Non-
Alcoholic Spritz That Wants
To Replace Your Rosé

THE CHALKBOARD

What to Drink If You're Not
Drinking: The Best Non-
Alcoholic Spirits for Dry January

VOGUE

Giving Up Alcohol in
the Era of Covid-19

THE WALL STREET JOURNAL.

Why The Founder Of Kin
Euphorics Wants Us To
Replace Booze With Bliss

Forbes

These Futuristic Mood-
Altering Beverages Are
Better Than Booze

Futurism

Kin In The wild

KIN IN THE WILD

Experiential Marketing

Where Kin comes to life – in real life.



(Left) Kin at Bloomingdale's Flagship Store NYC
(Right) Kin endocarp display at all Erewhon Market locations

KIN IN THE WILD

Bella/Kin Launch



KIN IN THE WILD

NY Fashion Week— Kin Spotted



KIN IN THE WILD

Pop-Ups



KIN IN THE WILD

Events



MIXED FEELINGS

Recipes

HIGH RHODE

Kin Citron



A light *sparkling* blend to uplift your spirits

2oz Kin High Rhode
1oz grapefruit soda
5 dashes of citrus bitters
Sparkling water
Orange Slice

TO GATHER

Add ice to a rocks glass. Stir in High Rhode, citrus bitters, and grapefruit soda for 30 seconds. Top with sparkling water and garnish with a fresh orange slice.

TO MAKE

HIGH RHODE

Kin Spice



A *bright* and playful Kintail to refresh your mood

2oz Kin High Rhode
.5oz of lime juice
1.5oz of tonic water
1 lime
Cubed ice

Pour Kin High Rhode over ice in a highball glass. Add lime juice and stir for 10 seconds. Add a scoop of fresh ice and top with tonic. Serve with a lime wheel.

DREAM LIGHT

Kin and Oats



A *calming* blend to soothe the spirit and quiet the mind

2oz Dream Light
2oz Oat Milk
Cinnamon stick

TO GATHER

Mix equal parts Dream Light and oat milk in a cup of your choice. Add cinnamon stick, and stir.

TO MAKE

DREAM LIGHT

Kinna-Berry



A *tranquil* mix of relaxing twilight delights

1.5oz Dream Light
3 blackberries
.75oz honey with cinnamon
.5oz Lemon
.5oz Pressed ginger
Ground cinnamon

Prepare glass by rimming the edge with honey and ground cinnamon. Combine all other ingredients in a shaker with ice and shake. Strain into the cinnamon-dusted coupe and top with 3 skewered blackberries.

